

REQUEST FOR PROPOSAL (RFP)
FOR
CITY OF HILLIARD, OHIO “GO GREEN” WEBSITE DEVELOPMENT

RFP Circulation Date: September 26, 2012

Proposal Submission Deadline: November 21, 2012; 4:00 p.m. EST

I. Introduction and Scope of Project.

Background

The Environmental Sustainability Commission (“ESC”) was created by the Hilliard City Council (“City”) in May 2011. The ESC is comprised of 11 members with diverse backgrounds, but a common interest in promoting environmental efforts in Hilliard including reducing Hilliard’s environmental impact and educating and engaging City businesses, residents, and organizations.

The ESC is seeking the services of an experienced website design firm to develop an interactive “Go Green” website. The ESC intends to enhance its Internet presence with this website for the benefit of city residents, businesses, and organizations. The website will contain three commitment categories for residents to sign up for: waste reduction and recycling, energy conservation, and water conservation. The ESC has identified commercial and event recycling as a priority, so the website will initially highlight ways in which business and community groups can reduce the amount of waste they generate and encourage participation in recycling programs.

Contact Information

Respondents are encouraged to contact the ESC with any questions or concerns. Final proposal submission is to be received by Lynne Fasone, Council Aide, **no later than 4:00 p.m. EST on November 21, 2012** at the following address:

City of Hilliard
Lynne Fasone, CMC/Council Aide
3800 Municipal Way
Hilliard, Ohio 43026

Website Objectives

The Hilliard “Go Green” program furthers environmental education by providing information to residents and businesses about how they can reduce waste, increase recycling, and conserve energy and water. The program will use a website through which residents and businesses can pledge to implement several environmentally sustainable practices in their residence or place of business in exchange for being identified as a member of the “Go Green” program. The website

will show Hilliard residents, businesses, and organizations specific and discernible ways to reduce waste, recycle, reuse materials, and conserve energy and water.

In addition, the ESC has identified the need for a convenient centralized source of information about recycling programs in Hilliard to be a critical component of its “Go Green” program. Thus, the website will also serve as the destination point for Hilliard residents, businesses, and organizations to obtain information about recycling programs and services in Hilliard. For example, recycling containers are available for use at public events in the City of Hilliard; yet, the ESC has found that many organizations either do not know this service is available or how to access it.

Accordingly, the website will highlight the city’s recycling initiatives, featuring (1) a listing of all community events that feature recycling, (2) a link to a request form for curbside recycling containers, and (3) information about Hilliard’s residential recycling program, including pick-up days and eligible items.

The “Go Green” website will contain a calendar and periodic feature articles highlighting particular issues, events, or initiatives. Consistent with the Commission’s priorities for the upcoming year, these feature articles will initially highlight waste reduction and recycling initiatives.

The website shall meet the following criteria:

- Visually appealing. The site must have an attractive mix of text, photographs, and graphics.
- Provide easy electronic access to public information for use by the target audience.
- Easily updated. Respondent should list the design and engineering methodologies that will be used to create the site, including all graphics software and recommend software and licenses that the city will need to purchase for the continued maintenance of the website.
- Provide the public with an alternative means of communicating with ESC members.
- Enhance delivery and awareness of public services and facilitate a clearly accessible process for public inquiry.
- Common theme and a consistent design. Each section of the site should have a common look/theme.
- The same font type and basic layout should be used throughout the site.
- Meet all federal and state Americans with Disabilities Act requirements.
- Be easily upgradeable/portable.
- Include an easily updatable calendar of events.
- Have a page of environmentally sustainable tips and ideas.
- Have the ability to upload articles and/or press releases from the city and/or ESC.
- A membership “Pledge Page” where residents and businesses enter contact information and make pledges to commit to certain environmentally sustainable practices from a list provided on the website.
- A map showing the location of residents and businesses who have signed up to “Go Green.”

- The ability to add a “Spotlight Member” page highlighting an individual or business that has committed to environmentally sustainable practices.
- A method for feedback to be provided to the ESC; email or similar.
- A community message board for sharing of ideas.
- The ability to post surveys for residents using Survey Monkey or similar product.
- Ability to add/update a blog using Word Press or similar product.

The information on the “Go Green” website should be directed towards residents, businesses, and organizations in the City of Hilliard.

Special Provisions

Internet Service Provider (ISP) services is not part of this contract. The City of Hilliard has an ISP; therefore these services are not part of this RFP process. However, maintenance service options should be presented as options to facilitate the maintenance of this site.

General and Desired Enhancements

- A. Develop a highly beneficial, cost effective, easy to use, and interactive and architecturally sound website that is flexible enough to serve as the ESC’s internet presence for a minimum of three to five years.
- B. The ESC’s preferred website model calls for authorized city staff to have the ability to perform content management of the website. The city’s IS manager should have more comprehensive ability to provide quality control and the ability to update non-routine information. The ESC is interested in a content management process and is open to ideas on how best to accomplish this aspect of the website.
- C. Create a consistent and standardized format and enhanced graphical look for all pages, thereby establishing a unified theme throughout the “Go Green” website.
- D. For ease of use, the “Go Green” website must provide consistent orientation and navigational aids, such as hierarchical menus that tell users how deep they are into a topic or subtopic as well as a homepage link or icon on each page in the same position.
- E. Allow for interactivity including e-mail response, surveys, feedback, forms, and access to various city calendars. The designer must incorporate the ability for users to complete interactive on-line forms.
- F. Graphic files should be relative to the site and designed with simplicity to allow for quickest loading. Allow for search capabilities; use existing search engines and/or provide indexing of “Go Green” webpage content.
- G. Provide an in-depth reporting function across the entire site, including, but not limited to, number of unique visits, traffic patterns, origin of visits, browser types, length of visit, pass through, and referring page of origin.
- H. Search Engine Optimization (SEO). Please indicate your experiences and expertise with SEO and how you will include SEO within the parameters of this project.

- I. Although the ESC has some specific requirements, we are also interested in your ideas for content, and more specifically, your approach in designing the style of the “Go Green” website. We are looking for a site that includes many of the features on the “Columbus Green Spot” webpage, but is more dynamic and allows for more frequent change of content/information. We encourage respondents to consider and propose alternative solutions, recommendations, and improvements.

Services to be Provided

- A. The website must provide for real time browsing, downloading, and uploading. Navigation should be clean, simple and intuitive.
- B. As per the ADA, the city must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do the general public. The city expects respondents to offer suggestions regarding accessibility and to be in compliance with all federal and state ADA regulations.
- C. The site must be designed to function effectively with common versions of software and hardware, which must be identified in your proposal.
- D. All documents, including maps and tables, should be in HTML, Portable Document Format (pdf), or in a format approved by the city to provide ease of viewing, printing, and downloading.
- E. Include links for citizens to download any browser plug-in products, such as Acrobat Reader, that are necessary to view information on the “Go Green” site.
- F. The site must be compatible with current versions of commonly used internet browsers. Please identify proposed compatibility with your response.
- G. A provision in the RFP to provide for continued annual support and maintenance of the website. This is to be for services which may include, but are not limited to, refreshing or design elements, updating of technology in website design, engineering, search engine optimization, content management or other elements associated with the “Go Green” website. The ESC would like to have these elements included with this project beginning with the first day of “go live” for the “Go Green” website for one year, and as an optional ongoing term and cost, the continuation of this support in one year increments thereafter.
- H. Acquire the domain name gogreenhilliard.com for the website. The proposal should include the cost for acquiring the domain name.

Other Requirements and Features

- A. Cross-reference information should be hyperlinked from page to page within the website with the home page link always visible.
- B. The proposal should include a comprehensive timeline for each phase of the website re-design, including meetings with ESC, re-design, development, draft presentation, implementation, and training.
- C. Graphical files should be relative to the site, provide for quick loading, and be consistent with the theme and image of the City of Hilliard.

- D. The site must be designed for continuous operation 24 hours a day, 7 days a week with express releases, newsletters, etc., preferably in HTML format.
- E. Capability to maintain an archive of existing and past records such as agendas, minutes, press releases, newsletters, etc. preferably in HTML format should be included.
- F. The proposal should include basic training for ESC members, a training plan, and a timeline for the same.
- G. The proposal should also include how the website will interact with third-party services (ex. Twitter and Facebook) providing content and data as well as how the website will allow for the integration of any future third-party delivery of content and data.

II. Proposed Project Schedule.

The tentative schedule for this project is as follows:

- Open forum via email for questions. Register to receive email information by calling Lynne Fasone at 614-334-2365.
- Proposals due: **November 21, 2012** by 4:00 p.m. EST.
- Three finalists notified by **December 19, 2012**.
- Interviews and presentations to begin the week of **January 23, 2013**.
- Contract to be awarded on or after **February 4, 2013**.
- Anticipated “Go live” date: **April 20, 2013**.

III. Services Required after Selection.

In addition to the below items, the selected firm will be expected to meet with ESC officials to develop a timeline and project plan which is agreeable to both parties. The plan will include milestone dates and deliverables.

- A. The selected firm’s representative(s) may be required to attend a public meeting(s) during the approval process and make presentations of any prepared website information during the development process.
- B. The selected firm’s representative(s) will be required to meet at least bi-weekly with the ESC’s project manager and/or representatives to discuss and plan and project(s) and provide progress reports on a pre-determined schedule or as needed.
- C. In conjunction with performance under the approved contract, the selected firm may be required to attend additional progress meetings and/or provide update presentations.
- D. A testing period and subsequent user acceptance testing period, either period not to exceed 15 business days, shall be provided, during which the ESC may evaluate the website on city property to ensure satisfaction with the website functions and

conformance with the RFP. At the completion of each testing period, a letter of acceptance or failure will be provided to the firm selected. Items requiring correction at either testing period must be corrected within 15 calendar days by the firm selected.

IV. Requested Information and Proposal Format.

This section instructs respondents on procedures related to the submission of proposals.

- A. The title page of the proposal must contain the firm's name, address, telephone number, principal contact, fax number, email address, and web address.
- B. The proposal should contain/include/identify:
 - 1. A table of contents.
 - 2. **Section 1.** Years of experience related to website design. Include a section on relevant website development experience and information on the extent of your firm's abilities to meet the needs of this project. Include a list of comparable websites, including municipalities and government agencies designed by your firm. Include the website addresses, company/agency contact person, address, telephone number, and hard copies of the home pages. These companies may be contacted for references. Vendors with prior experience in working with municipalities are preferred.
 - 3. **Section 2.** Resumes of all principals and primary participants to be involved in the project and their roles and responsibilities for the proposed project.
 - 4. **Section 3.** Necessary software and hardware, any additional communication requirements, integration needs, and potential costs necessary to host and maintain the website (i.e. hardware, software, installation, licensing, training, etc.)
 - 5. **Section 4.** The proposal should be all encompassing, with a single vendor identified as the responsible lead vendor. Indicate any needed subcontracted services required to meet the needs of the project or clearly indicate what portion of the services are not included as part of your proposal. The ESC reserves the right to review and approve all subcontract work related to this project.
 - 6. **Section 5.** An estimated summary timeline for completion of each phase of the project. This should be as realistic as possible since this will be part of the contractual agreement. A detailed work plan describing your approach to designing, managing, and coordinating this project. The description should include all tasks listed in the scope of work for all phases of the project and a tentative schedule.
 - 7. **Section 6.** Collection of information. State how you intend to gather all the required information, format preferred, and assistance expected from the City of Hilliard in order to complete this project.
 - 8. **Section 7.** Provide a sample of what you envision as the home page for the "Go Green" site.
 - 9. **Section 8.** The total project cost shall not exceed \$15,000, excluding hosting and annual maintenance services. The proposal should break down the costs by phase and type of work.

10. **Section 9.** Any optional items available to the ESC should be clearly stated as such and be described in detail as to how they will provide additional functionality to the city, how they will enhance the website beyond the original proposal, and all costs and charges associated with each option items.
11. One copy of the proposal must be submitted along with one unbound copy. In addition, if possible, please submit an electronic copy to lfasone@cityofhilliard.gov.
12. All proposals must be submitted **on or before 4:00 p.m. EST on November 21, 2012** to

City of Hilliard, Ohio
Lynne Fasone, CMC/Council Aide
3800 Municipal Way
Hilliard, Ohio 43026

V. Other Proposal Information.

Acknowledgement of Amendments: Each bidder receiving a copy of this shall acknowledge receipt of any amendment to this RFP by signing and returning the amendment with the completed proposal. The ESC must receive the acknowledgement at the time and place specified for receipt of proposals.

Additional Information: Questions regarding this solicitation shall be submitted in writing to: City of Hilliard, Lynne Fasone, CMC/Council Aide, 3800 Municipal Way, Hilliard, Ohio 43026. A facsimile is acceptable and may be sent to (614) 876-0381.

In addition, questions will be answered for all bidders via email. Register to receive the email address by calling Lynne Fasone at (614) 334-2365.

Respondents are cautioned that any oral statements made that materially change any portion of this solicitation are not valid unless subsequently ratified by a formal written amendment of this RFP. No technical questions that may materially change any portion of this solicitation will be accepted during the seven calendar days prior to the time and date set for receipt of proposals.

Applicable Laws Shall Apply: The contract awarded shall be governed in all respect by the laws of the State of Ohio, and any litigation with respect thereto shall be brought in the courts of the State of Ohio. The company awarded this contract shall comply with the applicable federal, state and local laws and regulations.

Change in Website Objectives: The City of Hilliard ESC may materially change the website objectives. Such changes may include additions, deletions, or other revisions within the general scope of RFP requirements. No changes or adjustments shall be made without a written amendment to this RFP, signed by the director of law.

Exceptions: A respondent taking exception to any part or section of this solicitation shall indicate such exception in a separate section of the submitted proposal. Such section shall be entitled "Exception of Conditions." Failure to indicate any exception will be interpreted as the respondent's intent to comply fully with the requirements of this RFP as written.

Expenses Incurred: There are no expressed or implied obligations for the City of Hilliard to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under Ohio public records law.

Any Late Submissions: Any proposal received at the place designated in this RFP after the time specified for receipt will not be accepted or considered.

Withdrawal of Proposal: Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process, up to ratification of any agreement between the City of Hilliard and the designated agency.

Withdraw of Request for Proposal: The City of Hilliard retains, at all times, the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent, and to modify or amend any portion of this RFP.

VI. Proposal Evaluation/Selection Process/Selection Criteria.

The City of Hilliard ESC will receive competitive proposals from firms having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery, and the conditions of performance are all negotiable. A negotiated contract will be awarded to the agency that best meets the proposed needs at a reasonable price, not necessarily the lowest price.

A committee of individuals from the ESC and City Council shall review and evaluate all proposals and, if appropriate, request a preliminary concept for the design and navigation of the "Go Green" website.

Before the award of any contract, each respondent may be required to demonstrate to the satisfaction of the City of Hilliard ESC that it has the necessary facilities, ability, and resources to provide the services specified herein within the timeline required. The City of Hilliard ESC may make reasonable requests deemed necessary and proper to determine the scope-of-work, and the respondent shall furnish to the City of Hilliard ESC all information for this purpose.

VII. Final Selection.

Following the review of the proposals, presentation, and interviews, the city may further invite a firm to formally meet with ESC representatives prior to making a final determination to address

additional inquiries by the ESC and to discuss and/or negotiate terms and conditions for a final contract. Factors that will determine the final selection will include the finalization of terms in regards to service agreements and costs. However, the ESC reserves the right to reject any and all quotations, waive any informality in RFP's, and to accept or reject any items thereon.